



COMMONWEALTH OFFICE  
OF BROADBAND OUTREACH  
AND DEVELOPMENT  
*Promoting a 21st century economy*

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## Broadband specifics:

- **Broadband as defined by the National Telephone and Information Administration (NTIA) is**  
**768 kbs or greater**
- **Types of service that are classified as Broadband:**
  - **Digital Subscriber Line or DSL** – Covers the most of the State but limited in speed to 6 mbs
  - **Cable Modem** – up to 25 mbs
  - **Fiber** – can be expensive but has great speed potential
  - **Wireless** – can be expensive and not as reliable due to location, amount of traffic online and weather conditions
  - **Satellite** – more expensive than other sources, has size limitations on plans, unreliable in rugged terrain and weather conditions

## **FIRST THOUGHT:**

# **CONNECTIVITY – AVAILABILITY - ACCESS**

# KENTUCKY DEMOGRAPHICS

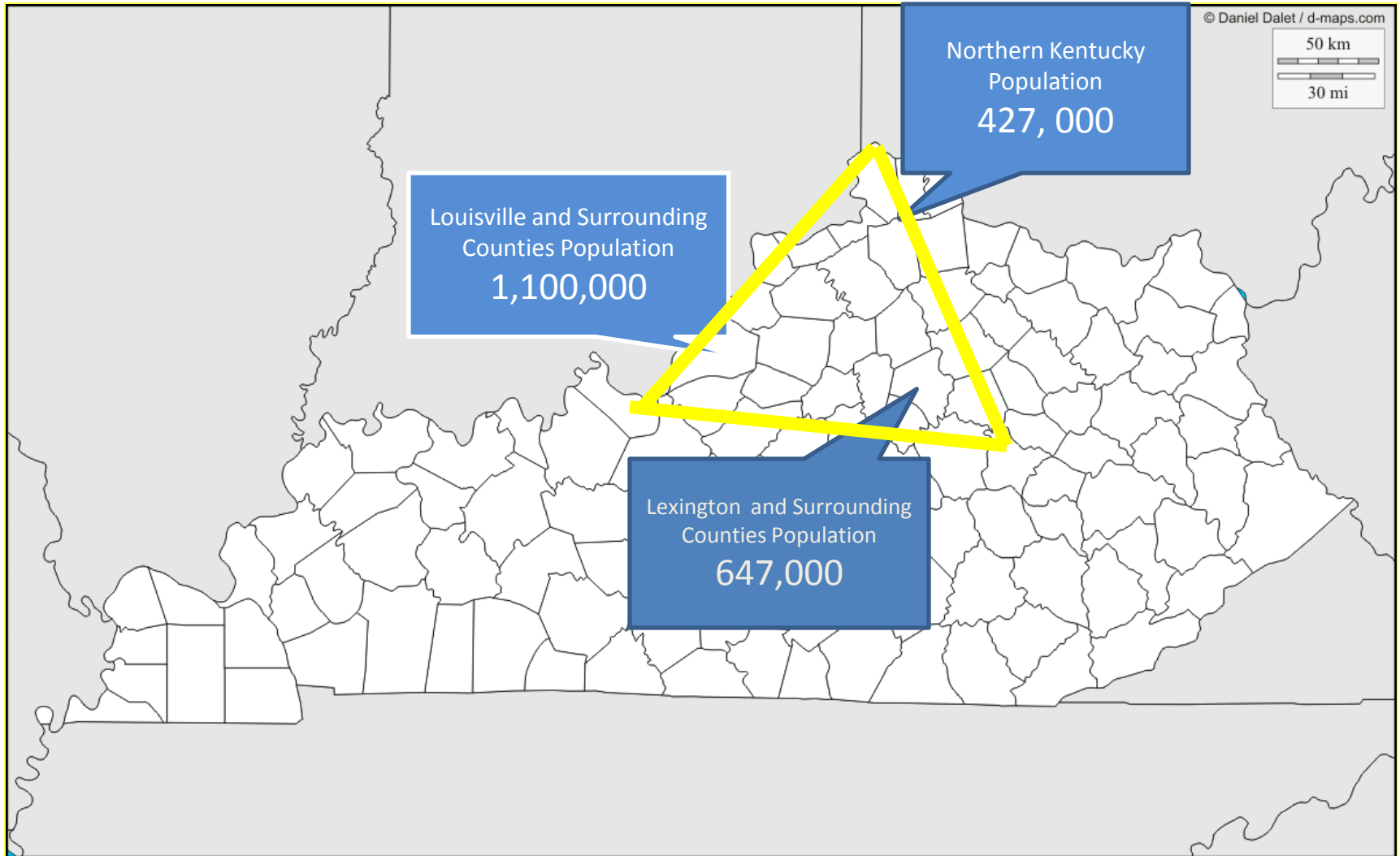
**Population 4,273,951**

**Total area 40,411 square miles**

**Households 1,686,618**

**2,250,000 Live on 22% of our land**

**(50% of our population is in the Golden Triangle)**



## **LACK OF USE IN KENTUCKY**

**-1.4 Million HAVE ACCESS to broadband but DON'T use it.**

### **REASONS FOR NOT ADOPTING:**

**1.) Broadband doesn't provide value**

**2.) Broadband is too expensive**

**-The largest barrier to broadband adoption is not access to the technology, but rather a perceived lack of need.**

## Broadband Statistics:

- ***Roughly 2.4 Million Kentuckians  
subscribe to an ISP – 58%***
- ***Even though we report 91% availability - its not  
true availability to our citizens because its:***
  - 1.) Unaffordable***
  - 2.) Inadequate***

## Broadband Statistics:

*The problem is not just a  
Eastern or Western Kentucky problem –*

*The problem exist right here in Franklin County  
- Just 10 minutes away from the Capitol*

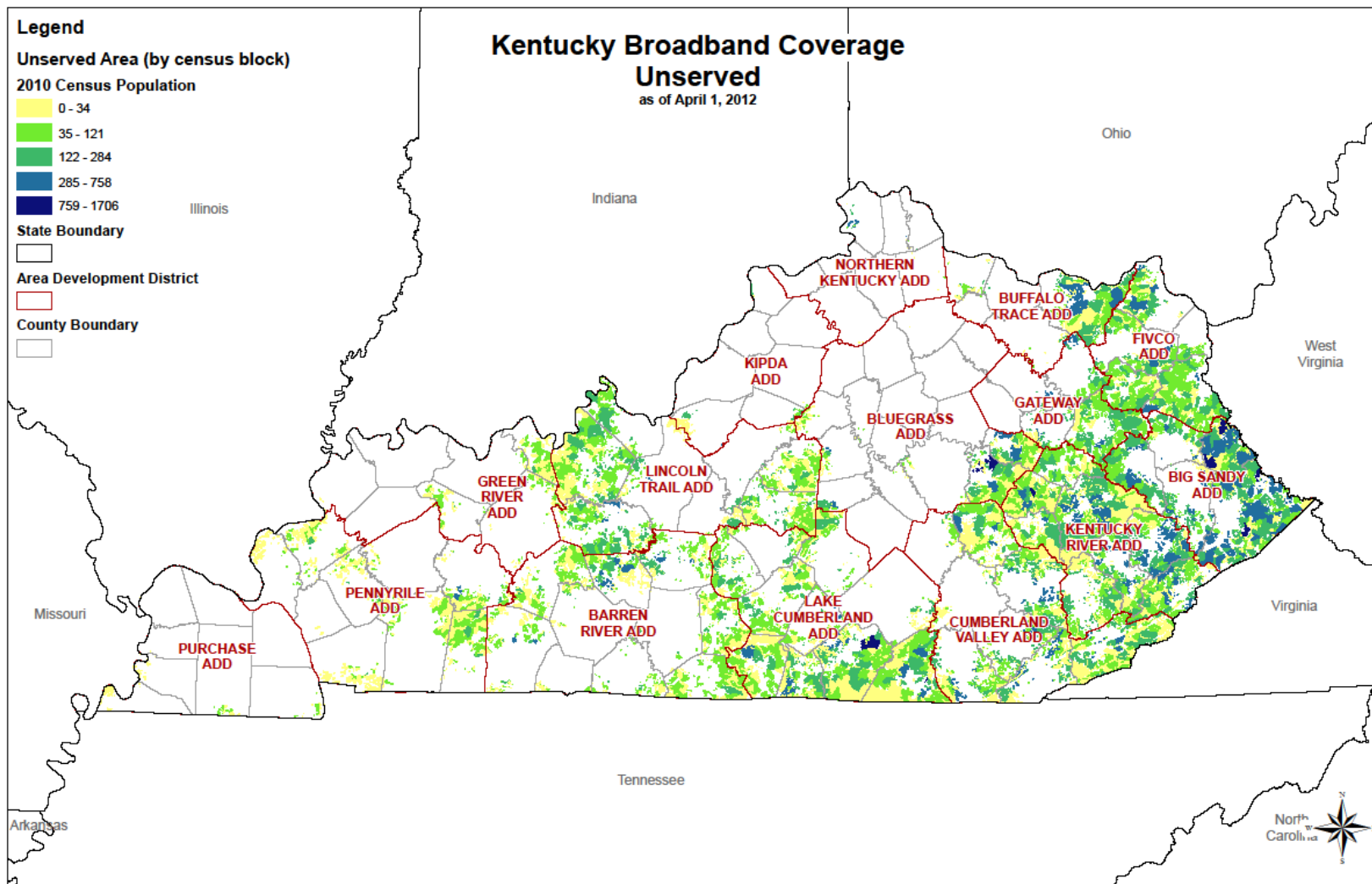


## AVAILABILITY

**91% or 3,890,0000 Kentucky Citizens have access to broadband -** *(Kentucky Ranks 40<sup>th</sup> in availability)*

**8.5% do not have access to broadband**

**~400,000+/- people** – *this doesn't mean they don't access broadband, it just means they don't have access at their home. Many drive to public wi-fi spots.*



## National Statistics: Internet Use by State – Rankings Top 5

- 1.) UTAH – 80%
- 2.) New Hampshire – 78%
- 3.) Washington – 77%
- 4.) Massachusetts – 76%
- 5.) Connecticut – 75%



**47.) Kentucky – 58%**

## **KENTUCKY NEEDS:**

- AFFORDABLE BROADBAND**
- INCREASED ADOPTION**

## Broadband Statistics:

### *Investments in Broadband will:*

- 1.) Prepare our students to compete globally.*
- 2.) Improve opportunities via distance learning.*
- 3.) Offer more opportunities for the low income and students with disabilities.*
- 4.) Provide a more interactive learning experience.*
- 5.) Enable better student performance tracking.*
- 6.) Encourage businesses to relocate to Kentucky,  
ultimately providing jobs for our future graduates.*



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## ***More information is available online:***

Kentucky's Broadband Mapping Initiative

<http://www.broadband.ky.gov>

Kentucky's Broadband Mapping Viewer

<http://www.bakerbb.com/kybroadbandmapping/>

Kentucky @ Work Broadband Page

<http://kentuckyatwork.ky.gov/Pages/Broadband.aspx>

The US Broadband Plan

<http://www.broadband.gov/>

The US Broadband Map (and Data Sets)

<http://broadbandmap.gov/>

Broadband Mapping & Community Search Tool

<http://broadbandsearch.sc.egov.usda.gov/DefaultARRA.aspx?program=ARRA>

US FCC Broadband Opportunities Page

[http://wireless.fcc.gov/outreach/index.htm?job=broadband\\_home](http://wireless.fcc.gov/outreach/index.htm?job=broadband_home)

***And, our interactive Facebook Page***

<http://www.facebook.com/KentuckyBroadband>

## ***Or through our office:***

***Commonwealth of Kentucky***

***Office of Broadband Outreach & Development***

***Room 383 Capitol Annex***

***Frankfort, KY 40601***

***Broadband@KY.gov***

***Dana Case, Program Administrator***

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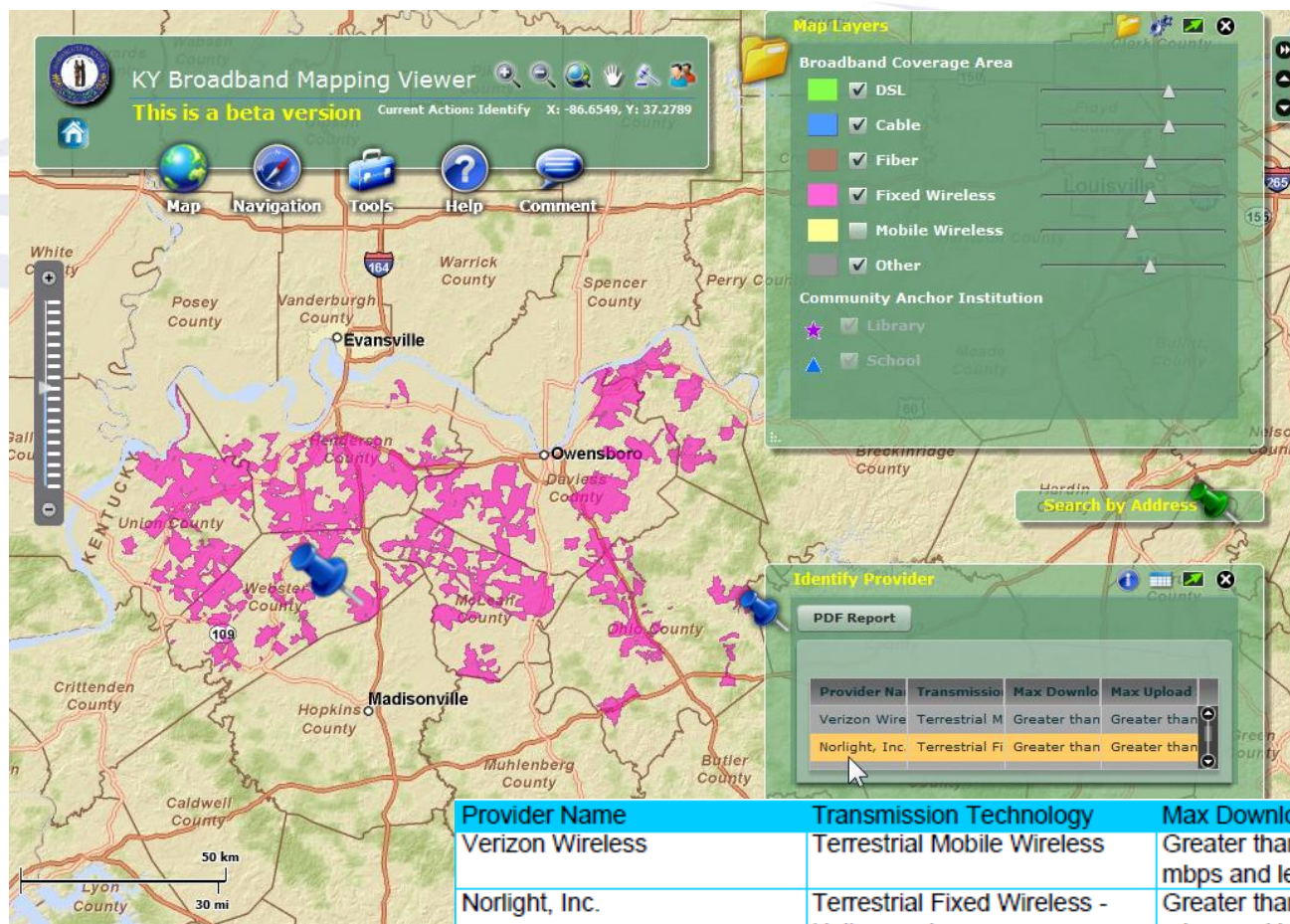
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*Thank you for  
your time today  
and we look  
forward to  
working with you.*

Q&A